THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Our Natal Day, 'Big' Game are ripe

IN THE VALLEY OF THE MOON

How did you like that thunder and lightning which swooped down on the Valley last Sunday morning? Midwesterners weren't too perturbed, being used to it and in many a case rather liking, but many a native Californian didn't know what to make of it.

Heavy rains Saturday and Sunday morning failed to stop the vintage festival in Sonoma. True, several events were cancelled, but the booths operated by various civic organizations did a fair business, and everybody seemed to have a good time. Exhibits at the community center were viewed by a large number of visitors.

Nothing makes you feel more like a chump than biting your tongue. VALLEY WATCH REPAIR, Boyes. Gift headquarters.

The Lazy R & T in Sonoma has a large department run by Mrs. Thomason. Hundreds of gadgets, many of them the sort of things you might find on your sideboard or whatnot are to be found—many almost antiques. The Mrs. calls them her "lulus."

RICHFIELD SERVICE, Boyes. Rebuilding, but on the job all the time. Bud Delaney will serve you—fast and efficient, always.

It's National Newspaper week—but we've seen no special editions or other evidences that the newspapers give a darn. As for Moonbeams—read us every week and patronize our advertisers—and we'll be well satisfied.

TUESDAY NITE IS LIONS NITE at Palms Inn. Coming up: Reports on Festival, Halloween, Stateline trip. Be there, please.

PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Carl and Jerry usually on duty. Drop in.

That lightning Sunday morning struck a house and a tree, and put the kibosh on local power lines several times. Also Sunday morn-

ing was the first of the season under our customary "normal" time, and many a sleeper got in an hour extra.

PLAZA FOUNTAIN, next to theater, Sonoma. Finest fountain service, tasty lunches and meals. Our own home-made pies.

The new phone books are out—with everybody in the county now listed alphabetically, not by any designated district. Not many people we've talked to like the new format. There's a new designation, too—WYman—and some phone subscribers are using it, but no one seems to know just where the division lies between WYman and WEbster.

LEE'S CHUCK WAGON, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

Bud Delaney's Richfield service station building is up on stilts and will be on its way to some other location as you read this. In its place will be erected a super-modern building, with all the latest improvements and innovations. Bud says he'll be around, even if he has to stand out in the rain (and it undoubtedly will rain).

Along these lines, did you note the gas price war reached us this week—but not soon enough; we had filled our gas tank just before the price cut of about a 6 cent average per gallon was announced. Price war started in the bay area, was quiet for a while, but now is on in full blast.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

Rains last Friday, Saturday and Sunday dumped nearly 2 inches in the Valley, rather heavy for this time of year, but mostly welcomed. Grape and walnut growers weren't too happy about it, tho.

LAZY R & T SHOP, 412 First St. East, Sonoma. Used tools. Some furniture. Machine saw filing and sharpening. Worth a visit.

Richard E. (Slim) Wallace was taken to Valley hospital last week for treatment. Latest reports are that he's coming along in good shape. Slim is a member of the district recreation board, and prominent in local affairs, especially in Glen Ellen, where he is in business.

NELSON'S DELICATESSEN, Boyes Plaza. Open Tuesdays, Closed Saturdays. Open till midnight for your convenience.

Lee Sims, of the Chuck Wagon, had a nice little pond in front of his place last week after the rains started. Explanation: He put in 175 yards of nice soft gravel to make a parking lot for patrons, but the unloaders packed it in too high and there was no place for the water to go. 'Twill need a little bulldozing to get the parking space down to proper level.

JOHN'S SEWING MACHINE SHOP, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-6152.

Probably we'll have a premature celebration of our birthday, which is to be observed October 8. Hope to celebrate this Saturday night, after Michigan State wallops the daylights out of California on the football field at Berkeley. Can find few bettors who want to take Cal. They all want 25 points or so—and we wouldn't give any points if Cal were playing Sebastopol High.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

Containers for the reception of dimes or dollars are now to be found in many local business places, sponsored by the Lions club, the proceeds going to help put on the annual Halloween party for the kids on October 31. The affair will be held as usual at the Boyes Springs Food Center, which originated the idea and who along with thethe Lions join in making the affair really big each year. Dig down deep this time.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

Another one of our "wild" ideas seems to be getting official support. In four or five bay counties outdoor burning has been banned, but some court proceedings have delayed final enforcement for a few weeks. Instead of burning in the dumps, the garbage and trash collectors will be obliged to use the "bury and cover" method, which Moonbeams has urged for the Springs area. It's easy—and profitable. Find a deep ravine, use it for a dump, and when filled, cover it up with dirt. The reclaimed land will be worth many times more than just a deep and unusable ravine.

FREE! Sat. Matinee, Sebastiani theater, 2 p.m. Tickets good for child, junior, adult. PIZZA. Steam Beer! 4 CORNERS CAFE.

El Verano Improvement club will be meeting again next Thursday evening, at its clubrooms across from Little Switzerland. President Fred Franklin tells us some important business is coming up, there's entertainment on tap, and some mighty good eats are promised.

OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

"Doc" Garrison, now of St. Helena, was over to the Springs area Sunday, calling on many of his friends here. Doc's doing a thriving business in foot supports, which he makes to order.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

Probably the biggest bore on television is the running of "credits" at the conclusion of some drama or other program. Who cares who the hairdresser was, or who plugged in the cameras? Height of insult to the average set owner's intelligence came one night this week, when somebody or other was given credit for furnishing the perfume for the players!

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

Printed on the front of an envelope from a school man in the midwest are these words: "It is better to light one small candle than to curse the darkness."

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

BOYES SPRINGS FOOD CENTER. Weather changes indicate meal changes. We've got everything! at mighty low prices.

Not so bad on pronunciation of words, we're always stumped by the word "succinctly." How're you? "Aluminum" is a stickler for many.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

One main problem we're always running into is that of saying something nice about some advertiser, especially those who serve good food and drink—and there are many such in this Valley. If we should tell you Mendel's Cafe is a wonderful place to eat, what about Golf and Country club, Cardini's, Sonoma Grove, Chuck Wagon, Palms Inn, Paul's, Mission Inn, Plaza Fountain, El Dorado, Woodleaf, Bathhouse restaurant, Esposti's—and on and on (and bet you we've already left out some names which should appear above).

But there are so many real places hereabouts which serve good food, you can't go far wrong with any of them. So when you feel like going out, and especially if you have out of town guests to entertain, take them "out" for dinner, and they'll remember the place and your consideration long after they return to their homes.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

Sympathy of the community goes out to Mr. and Mrs. William P. Downey in the loss of Mrs. Downey's mother, Mrs. Fred Widman, who passed away at the Valley hospital early this week. She had been hospitalized only a few days. Funeral services were held Thursday.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.
PAUL'S OLD RANCHERO, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.

The Colonel and his lady:

Peripatetic" may be of a species of brickbats, but it's the sort that one likes to have thrown at him. A fellow can pick it up and enjoy eating it. Probably the lad who tossed it didn't know that. The "would-be" end of the story is all right when the right interpretation is put on the word "would." Let's say, for example, that he was just "bound to be." Maybe by the time we get all those interpretations in, we'll find that 'twas bouquets the man was after throwing.

You're bound to have us school boys using those rooms more than we have been doing. Some day, just to gather a bit of ammunition, write the state department of education of New York. Address them at Albany. Have them give you a bulletin on their summer high schools. They have grown phenomenally down there. The plan lets a student take extra work and move ahead during the summer or take make-up work to keep from dropping back a year.

(Fred Powers, Amherst, Ohio)

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here—save time, money. Wash, dry, iron. Your neighbors come here!
SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

Wildlife Review of British Columbia recently published results of a nature examination given some higher-up grade school pupils. Here are samples:

A marsupial is a city government.

Fawn is the eggs of a fish.

A flicker is when your eye winks.

Skunks is little animals that hides in holes and smells.

Game conservation is like canning fruit, only you use wild animals.

Bobcats are male wild cats and lynxes are the females . A cross between them is bobolinks.

Terrapins is like delirium which men have that drink too much.

ESPOSTI'S LUNCH ROOM, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale.
JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

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For displaced persons the American Indian can be placed high on the list. However, they have accepted the situation in a beautiful bit of philosophy quoted in a Texas paper, Chief Eagle Plume talking: "You have to have new things. You have new springs to make the grass grow. But grass grows out of the old earth. You have to have old things for new things to have root in. That's why some people have to keep old things going and some people have to push new things along. It's right for both of them. It's what they have to do."

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.
SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Next time you feel pessimistic, remember the early Boston merchant who was sure the world would be plunged in darkness once we ran out of whale oil!

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.
MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

And then there's the tale about the city boy traipsing across a field and suddenly stumbling over a stack of milk bottles. Racing back to the barnyard, he breathlessly informed the farmer that he'd found the cow's nest.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.
SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

A local mother took her son to kindergarten for the first time and when the lad returned home the dad asked the youngster what he had learned. He said: "The teacher's name is Miss Slyfield and she said that when someone is talking we're supposed to be quiet and not interrupt."

Amazed, the father commented "So that's what you learn in kindergarten. Perhaps you'd better take your mother with you again tomorrow."

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.
FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

"OUR" WEEK—October's child may, as an old saying goes, be born for woe, but the golden month does have its happy aspects.

For example, the Yanks and the Braves are battling for the World Series gonfalon. Also, it is Cranberry month, Restaurant month, and the month of the Cheese and Rice festivals.

We do not speak lightly of those "months," although the temptation sometimes is there. We couldn't, with good grace, because October 1 to 8 is National Newspaper week, and we owe to a sense of satisfaction in this observance of our industry's past progress, and to a self-promise that we will help make its future even better. No sermon this—just a public confession of pride in being in the business we're in, and a reaffirmation of our determination not only to make as good a living as possible, but as good a ilfe for our fellow citizens as ever we can.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

It comes from an Ontario (Canada) newspaper:

So you're getting along in years and haven't yet made a name for yourself?

Here are some words of comfort from researchers who looked into the histories of 400 famous men, each one of the most outstanding statesman, painter, warrior, poet and writer of his time.

Of the group's greatest achievements, 35 per cent came when the men were between 60 and 70; 23 per cent came when they wre between 70 and 80; and 8 per cent when they were more than 80 years old.

In other words, 66 per cent of the world's greatest work has been done by men past 60. Feel better?

DENNY'S COG CLUB, Boyes. Drop in, meet your fellow sportsmen. Compare notes. Everything congenial. Finest drinkables.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

This one sounds a bit ancient:

Out in Iowa, where there is one town named Fertile and another nearby town named Manly, one headline writer labeled a society item like this: "Manly Youth Weds Fertile Girl."

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Ever stop to think WHAT ADVERTISING DOES TO YOU? A mattress company lists a few examples: ADVERTISING . . .

Has put hair oil on your head where no hair oil will do any good, and on your son's head where no hair oil is needed.

Has put Castoria down your throat, vitamins in your stomach, and hundreds of lotions on your skin.

Has put Pepsodent, Iodent and Gleem on your teeth; and a Gillette, Schick or Sunbeam razor against your hayfield.

Has put Murine in your eyes, sold you Revlon for your complexion and Ivory for your tub.

Has put Arrows around your neck and a Bulova around your wrist.

Has stuck a Bobbie Burns between your teeth, worn out your jaws on Wrigley's, and posted you on what to buy to cure corns, hangnails, warts, and pink-eye.

And yet, with all this evidence, a lot of people are still asking, "Does it pay to advertise?"

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

A PROGRAM FOR THE SPRINGS AREA

A bridge across Sonoma river, connecting Craig and Thompson.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.
A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

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